

NC ENERGY STAR Conference

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NC ENERGY STAR Conference



- December 8th, 2005
 - North Raleigh Hilton
 - 200 attendees
- December 6th, 2006
 - Hilton Raleigh-Durham Airport
 - 300 attendees
- November 15-16th, 2007
 - Marriott Durham at the Civic Center
 - We hope for 450 attendees



Key Objectives



- Bring people in the building industry together to explore ENERGY STAR Homes and high performance building
- Offer breakout sessions including diagnostics, green building, HVAC, program standards, marketing and education
- Networking and exhibits
- Increase number of ENERGY STAR Homes in the state

Steps to Successful Builder Event



- Keynote speaker
- Exhibits
- Interesting sessions
- Continuing education credits
- Reception
- Price
- Awards- 2007



Time and Resources



- One-two people part time 9 months prior to event
- One person full time starting 3 months prior to event and two people part time
- Graphic artist needed for brochure and program
- Volunteers to help facilitate breakout sessions and do registration check-in
- Grant money- \$29,000
 - Pays for labor



Agendas and Speakers



- Go to other conferences!
 - Meet speakers, take notes about what you like and dislike
- Look at other agendas and breakout sessions
- Feature hot topics in the industry
- Have at least 3 session tracks to choose from
- Seek out well known speakers
- Breaks for exhibits and networking

Attract Attendees



- Market to everyone involved in the building industry
 - Builders, architects, engineers, HERS raters, product representatives, researchers, appraisers, mechanical contractors, real estate agents, home inspectors, building code officials, utility representatives
- Interesting breakout sessions
- Continuing education credits
- Offer tests or other certifications
- Vendors and exhibits
- Keynote Speaker(s)
- Networking
- Website, email, blogs, and newsletters

Logistics and Registration



- Easy access to airport
- Central location in state
- Map of hotel in program
- Classroom set-up is preferred
- Plenty of space in exhibit hall
- Online credit card registration
- Look at other conference dates
- Early check-in helps rush the morning of the event
- Organize check-in lists, name tags and onsite registration



Registration Fees



- 2005- \$75 for regular registration
\$125 exhibit registration
» includes 1 pass and \$50 for additional registrations
- 2006- \$75 non-profit/\$125 regular
\$150 non-profit exhibit/\$250 reg.
» includes 1 pass and \$50 for additional registrations

Booths and Sponsors



- Get the word out any way you can
 - Email, newsletters, blogs, mailer
- Give plenty of time for exhibits and networking
- Give exhibitor information in program
 - Contact info and booth location
- Diversify sponsorship list
- Give sponsors exhibit space, free passes, and recognition in program and website

Initial Observations



- Attendance is growing
- Exhibitors happy with response from attendees
- Good feedback from conference surveys
- Expanded audience
 - Continuing education credits
- Hotel communication breakdowns
- Time of year
- Increase budget or sponsorship dollars to pay for speaker travel expenses

